In the Claims:

Please amend claims 1-3, 6, and 8-13, and add new claim 14 as follows. This listing of claims will replace all prior versions, and listings, of claims in the application.

1. (Currently amended) A method for generating a stream of video images such as, at the reception, in each current video image, a preregistered picture can be superimposed to a predetermined area of a moving object ~~(C)~~, comprising:

providing ~~(20)~~ a first set of views of said picture for various orientations thereof, and associating with each oriented view an identifying parameter;

estimating ~~(22)~~ in each video image the location, orientation and size of said area of said object;

selecting ~~(23)~~ the identifying parameter of the oriented view having the same orientation as said area in the current image; and

transmitting ~~(24)~~ with each current image the selected identifying parameter along with information on the location and size of said area.

2. (Currently amended) A method for superimposing, in a received video stream generated according to claim 1, a preregistered picture on a predetermined area of the image of a moving object ~~(C)~~, comprising:

downloading ~~(21)~~ at least one second set of views of said picture, corresponding to said first set of views; and for each image:

extracting ~~(25)~~ the identifying parameter and the size and location information;

selecting, from said second set of views, an oriented picture in accordance with the identifying parameter;

computing a scaled picture on the basis of said size information; and

superimposing ~~(26)~~ said scaled picture in the current image at a location corresponding to the location information.

3. (Currently amended) The method of claim 2, in which at the beginning of a TV program to be transmitted, said second set of views is downloaded in video receivers ~~(11, 12)~~.

4. (Original) The method of claim 2, in which said second set of views is identical to said first set of views.

5. (Original) The method of claim 1, in which said first set of views contains only picture frames.

6. (Currently amended) The method of claim 2, ~~applied to a received video stream generated according to claim 5,~~ in which said second set of views contains picture frames of same orientation of said first set of views, with a picture content.

7. (Original) The method of claim 2, in which the content of said second set of views depends upon the geographic broadcasting zone.

8. (Currently amended) The method of claim 1, in which the location and orientation information in a current image are calculated ~~(22)~~ for a reference point of the object ~~(C)~~.

9. (Currently amended) The method of claim 1, in which, in a current image, the location, orientation and size of an object ~~(C)~~ are provided ~~(22)~~ in a differential way with respect to a former image.

10. (Currently amended) The method of claim 1, in which static points of an image are localizable to detect when a new object ~~(C)~~ comes into a next image.

11. (Currently amended) The method of claim 1, using shape recognition tools to detect the presence of the moving object ~~(C)~~ in the current image on the basis on a stored geometrical representation.

12. (Currently amended) A system for generating a stream of video images to be broadcasted such as, at the reception, in each current video image, a preregistered picture can be superimposed on a predetermined area of a moving object ~~(C)~~, comprising:

at least one input for video images;

a calculator for providing a set of views of said picture for various orientations and associating with each oriented view an identifying parameter;

a memory for containing said set of views;

an estimator of the location, orientation and size of said area of said object in each video image;

a selector for selecting, among said set of views, an oriented picture having the same orientation than said area in the current image, and providing the associated identifying parameter; and

a generator of a video stream in which, each image containing said area is attached to the selected identifying parameter along with location and size information of said area.

13. (Currently amended) A video receiver ~~(11, 12)~~ adapted to receive images from the system of claim 12, comprising:

memory for containing said set of views;

an extractor for extracting from said memory an oriented picture on the basis of an identifying parameter attached to each image of the video stream; and

a calculator of a scaled picture on the basis of size information attached to each image in the video stream, and for superimposing said scaled picture in the current image at the location corresponding to said location information.

14. (New) The method of claim 5, in which a second set of views contains picture frames of same orientation of said first set of views, with a picture content.